



COMMITMENT:

Children

1982
ANNUAL
REPORT

(for the year ending March 31, 1982)

**United
States
Committee
for
UNICEF**

(United Nations Children's Fund)

Message from the Chairman of the Board

In UNICEF's annual *State of the World's Children* report, Executive Director James P. Grant offers a number of unsettling statistics: 17 million children died in 1981, most of them from preventable causes; another 10 million became disabled; 200 million were denied a basic education; and nine out of 10 did not receive the childhood immunization they required. These statistics can be changed for the better. The United States Committee through its Board, staff and nationwide network of volunteers is dedicated to helping to bring about these changes.

1981-82 was a very important year for the U.S. Committee—a period of excitement and innovation. In financial terms this was our most successful year, due in part to the receipt of over \$8.8 million in additional funds from the 1971 Concert for Bangladesh. I was pleased to present George Harrison, who organized the concert for UNICEF, with a Board Citation commemorating the 10th Anniversary of that historic concert.

Our various fund-raising programs all had noteworthy years. Kermit the Frog, in his 2nd year as chairfrog, "made a big splash for National UNICEF Day," garnering excellent publicity for the campaign across the country. Several new sales, marketing and distribution techniques were utilized in the Greeting Card Program with goals of increasing revenues and program efficiency. 8.3 million direct mail appeals were mailed during the year resulting in contributions from over 224,000 individuals. Successful fund-raising dinners were held in Denver, Chicago, and San Francisco honoring Pearl Bailey, Senator Charles Percy, and Myron Du Bain, Chairman of Fireman's Fund Insurance Companies, respectively. In our music-related fund raising, incomes from copyrights, performance fees, TV and album royalties, etc. doubled the projected income goals for 1981-82.

The Committee initiated a comprehensive analysis, begun under former President C. Lloyd Bailey, related to its needs for automation. A thorough study recommended the installation of data processing technology to increase the Committee's efficiency and long-range planning capability.

One of the first actions taken by new President James R. Sheffield was to study the organizational structure and compensation program of the U.S. Committee and initiate a comprehensive analysis of every staff position. This led to the development of a performance appraisal system which relates job functions to established work plans for each staff member.

Board and staff moved further into the area of UNICEF project identification. I appointed a Committee of Board

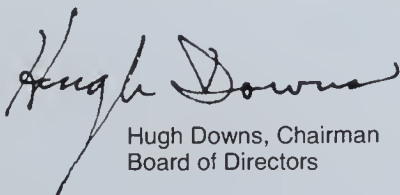


Chairman Hugh Downs presenting an Honorary Citation to George Harrison

members to allocate funds for specific UNICEF projects overseas and to help direct information and fund-raising programs in support of these projects.

Volunteers have always been and will become even more central to our public education and fund-raising efforts. There is a remarkable commitment to the work of UNICEF among the American public which has been important in stimulating the U.S. Congress to continue public funding for UNICEF at higher levels than would have been possible without such broad-based grassroots support. As of October, 1981, the Administration had requested \$32.5 million for UNICEF, but with the support of the American public expressed through a number of NGO's and individuals across the country, the financial appropriation was set at \$41.5 million.

I would like to close with a few words of special thanks to several people whose work benefiting the U.S. Committee during the past year were particularly important. Danny Kaye capped a year of honors by receiving the Jean Hersholt Humanitarian Award at the Oscar ceremonies and giving an acceptance speech which was the year's high point in public relations for UNICEF. Liv Ullmann continued her tireless efforts as UNICEF Goodwill Ambassador, making a trip to UNICEF projects in Haiti and the Dominican Republic and participating in several press and TV interviews. We are extremely grateful to Frank Cary, IBM Board Chairman, for having so effectively chaired the National Support Council. It is also appropriate to thank Jim Grant and his colleagues at UNICEF for their support and assistance during the year.



Hugh Downs, Chairman
Board of Directors

United States Committee for UNICEF Summary of Financial Highlights*

(for the year ending March 31, 1982)

ALL FUNDS

PUBLIC SUPPORT AND REVENUE

Public Support:

Contributions:

Group Programs (Halloween)	\$ 2,223,000
TV Special	1,679,000
Direct Mail & Other	6,799,000
Music	9,544,000
Bequests & Grants	624,000
Total Public Support	<u>\$20,869,000</u>

Revenue:

Greeting Cards—Net	\$ 4,444,000
Program Materials	192,000
Investment Income	950,000
Miscellaneous	289,000
Total Revenue	<u>\$ 5,875,000</u>
TOTAL PUBLIC SUPPORT AND REVENUE	<u>\$26,744,000</u>

EXPENSES

Program Services:

Public Education	\$ 147,000
Public Information	472,000
State & Local Representation	833,000
Total Program Services	<u>\$ 1,452,000</u>

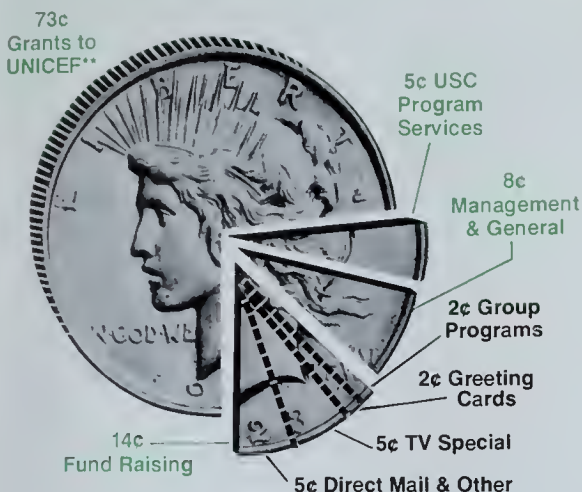
Supporting Services:

Management & General	\$ 2,077,000
Fund Raising—Greeting Cards	627,000
Fund Raising—Group Programs	540,000
Fund Raising—TV Special	1,167,000
Fund Raising—Direct Mail & Other	1,418,000
Total Supporting Services	<u>\$ 5,829,000</u>
TOTAL EXPENSES	<u>\$ 7,281,000</u>
Reduction in Fund Balances	(48,000)
GRANTS TO UNICEF	<u>19,511,000**</u>
TOTAL EXPENSES AND GRANTS	<u>\$26,744,000</u>

* This summary was prepared by the Committee from its full financial statements. The complete financial statements, including related footnotes, have been examined by Deloitte Haskins & Sells. A copy of their report is available upon request.

** This figure includes payment of the direct production costs of greeting cards and desk calendars incurred by UNICEF itself, estimated to be \$2,017,000.

HOW YOUR SUPPORT AND REVENUE DOLLAR WAS SPENT



GREETING CARD PROGRAM

Expenses of the Committee do not include the direct and indirect production costs of the greeting cards and desk calendars consigned by UNICEF for distribution by the Committee. UNICEF has advised that the direct production costs for the year ended March 31, 1982 aggregated \$2,017,000 (see below).

The following schedule is presented to demonstrate the effects of the above when related to the revenues earned by the Committee from the sale and distribution of UNICEF greeting cards and desk calendars.

Sales and imprinting revenue	\$ 7,184,000
Discounts allowed	<u>(371,000)</u>
Net sales	\$ 6,813,000
Direct Distribution costs	<u>(2,369,000)</u>
Revenue—greeting cards	\$ 4,444,000
Expenses incurred by the Committee in marketing UNICEF materials	(627,000)
Costs of Committee program services & certain supporting services apportioned to greeting card sales	<u>(505,000)</u>
Excess available for remittance to UNICEF	\$ 3,312,000
Direct cost of producing above materials as indicated by UNICEF	<u>(2,017,000)</u>
Excess available to UNICEF	<u>\$ 1,295,000</u>
Percent of Sales	<u>18%</u>

PURPOSE

More than one-third of the world's four billion people are children—children who must depend on adults for their well-being and their emotional, physical and material needs. There is a large gap, however, between these needs and the world's response. Despite great technological achievements, millions of children still suffer and die from lack of basic nourishment or as victims of violence they do not understand. Others are abused or exploited; many are victims of prejudice and emotional neglect. And still others are denied such fundamental rights as health care and basic education that are essential to every child's development.

The United States Committee for UNICEF, the United Nations Children's Fund, is convinced that these conditions can and must be changed. As a national citizens' organization, the Committee works to increase awareness in the United States of the critical needs of children and to encourage American support and participation in programs to improve their lives.

The Committee's primary purposes are threefold: to raise funds for UNICEF-assisted projects abroad; to keep Americans fully informed of UNICEF's activities; and to affect the values of the American public concerning children, their lives, their rights and their needs.

HISTORY

Founded in 1947, just one year after the establishment of the Children's Fund by the United Nations, the U.S. Committee for UNICEF originally had an advisory and informational role under the auspices of the U.S. State Department. In 1953, it was reconstituted as a private citizens' organization under the leadership of Helenka Pantaleoni. The following year, Danny Kaye was appointed UNICEF's "Ambassador-at-Large," and his enthusiasm for children was matched by that of thousands of American citizens who began lending their support through the newly established greeting card and trick-or-treat programs. Throughout the years, the Committee has extended its outreach, developed new fundraising programs, and expanded its educational services. Every activity has been undertaken with the highest objectives to help achieve the UNICEF goal of "a future for every child," and to add a new and rewarding dimension to the lives of the American people.

ORGANIZATION

As the oldest and largest of 33 national UNICEF committees throughout the world, the United States Committee has a close working relationship with the UN Children's Fund. Unique within the United Nations system, UNICEF concerns itself exclusively with children and families and

depends on voluntary contributions to carry out its work. Funds raised by the U.S. Committee are an important source of funding for UNICEF projects amounting to millions of dollars every year.

Organized under the laws of New York state as a non-profit corporation, the Committee is exempt from tax under Section 501 (c) (3) of the Internal Revenue Code. It is governed by an independent Board of Directors and has a permanent staff of over 140 people working at national headquarters in New York and field offices throughout the country. Unquestionably, the Committee's greatest strength is its legion of volunteers—the largest volunteer group in the United States, all brought together by a common commitment to children.

EDUCATION

The U.S. Committee has a major responsibility to provide the American people with accurate, up-to-date information on UNICEF projects in over 100 developing countries and a broad range of issues and subjects that involve children and human development. To carry out this responsibility, and to broaden American understanding of the world's children, the Committee has developed a comprehensive educational program for the public in general and for specialized groups such as children, educators, and the media.

The Information Center on Children's Cultures. Established in 1967, the Information Center on Children's Cultures is a unique service of the U.S. Committee for UNICEF whose primary objective is to introduce American children to children of other lands and cultures. A favorite reference point for educators, librarians, publishers, film makers, writers, illustrators, and parents and children, the Center is *the* definitive source in the United States—and probably the world—of primary source materials on the cultures of children in developing countries.



Class activities at the Information Center on Children's Cultures.

INFORMATION

Through its Communications Department, the U.S. Committee disseminates a continuous flow of information about the conditions of children in the developing world and UNICEF-assisted self-help programs designed to improve their lives. A variety of educational tools are used to accomplish this objective: newsletters, basic information brochures, progress reports, and educational kits are the most widely used. In addition, the Committee produces and distributes over 100 publications and educational items—ranging from books to records and slide sets—all highlighting children's lives, their needs, and the diversity of their cultures. To keep Americans informed of current UNICEF activities, the Committee publishes a quarterly newsletter, *News of the World's Children*, and distributes *UNICEF News*, a magazine devoted to on-the-scene reporting of UNICEF-assisted programs and new trends in human development.

Film and TV. UNICEF films and television specials are another important aspect of the Committee's communications strategy. Beginning with the International Year of the Child in 1979, *Celebrate the Children*, a U.S. Committee television special, has been shown in 75 major cities and metropolitan areas, reaching millions of viewers. Hosted by Hugh Downs, the two-hour program features on-location scenes depicting UNICEF's work in Africa, Asia, and Latin America. Other films describing UNICEF activities in the world's developing countries are distributed by the Committee to television stations and to groups and individuals through a large network of film distribution centers around the country.

Working with the Media. In an effort to raise awareness of UNICEF and generate support for the Committee's fund-raising activities, the Communications Department annually carries out a large-scale national communications program using all print media: press, radio, and television. Publicity materials for the two major fund-raising programs, Greeting Cards and National UNICEF Day, are prepared and distributed to over 5,000 daily and local newspapers, many of which respond with their own editorials in support of UNICEF. Thousands of local radio and television stations also have recognized the importance of UNICEF's work for children by broadcasting year-round public service announcements about the Children's Fund.

On a national scale, the Communications Department has an active dialog with the broadcast networks and major publications. Print advertisements have been published as a public service by such magazines as *Time*, *Newsweek*, *Ladies Home Journal*, *U.S. News and World Report*, *Business Week*, *Parents*, *Harvard Business Review* and many more. The media often turn to the Committee for photos, films, and background information on subjects of international importance, and the Committee

likewise encourages their coverage of the situation of the world's children.

Emergency Action. UNICEF began as an emergency aid organization and today is continuing this mission for millions of the world's children. Through its communications and advocacy programs, the U.S. Committee encourages media, governmental, and public support for international relief programs. The Committee had a leading role in mobilizing America's response to the tragedies in Cambodia, East Africa and Lebanon, and serves as a major information source on current natural and man-made disasters threatening children's lives.

National Organizations Advisory Council for Children. Following the success of the International Year of the Child, the U.S. Committee was determined that the spirit of the Year and its resultant programs for children would continue. To provide the structure for this, the Committee was instrumental in the formation of the National Organizations Advisory Council for Children (NOAC), an advocacy organization for children in the United States and throughout the world. Today, numbering over 500 national organizations, NOAC seeks to stimulate greater activity on behalf of children through conferences, symposia, newsletters, journals, and other events.

Building National Support. In its efforts to raise public awareness, the U.S. Committee is fortunate to have the active support and participation of over 100 national organizations, ranging from the League of Women's Voters to the Lions Club and the Camp Fire Girls. Every major religion in the country has endorsed the Committee's activities, and hundreds of state, local, and national government leaders have offered their commendations for its humanitarian work.

In order to encourage their continued support, the Committee maintains a close relationship with government officials, particularly in Washington. Members of Congress and other leaders receive regular reports on UNICEF's activities and are also informed of major emergencies and and global issues that affect children.



Senator John Danforth of Missouri speaks to a class of handicapped students who raised funds for UNICEF's Cambodian relief program.

FUND RAISING

In informing the American public of children's needs, the U.S. Committee coordinates a variety of national, state, and local fund-raising programs that are an important source of support for UNICEF's projects to meet these needs.

Jointly conducted by the New York office and a nationwide network of volunteers and professional field staff, these programs have a strong informational component and are structured to increase awareness of UNICEF and its work.

Greeting Cards

UNICEF's greeting card program began in 1949 with a "thank you" poster from a Czechoslovakian schoolgirl. Today, UNICEF cards are sold throughout the world and are acclaimed both for their artistry and the message of peace and goodwill they convey.

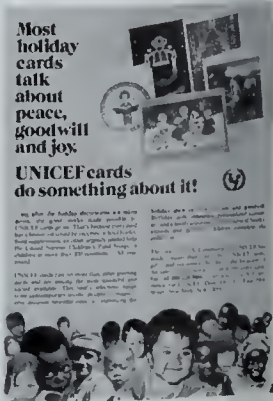
The U.S. Committee has traditionally been at the forefront of the greeting card program. Directing two major sales campaigns each year, the Committee markets UNICEF cards through massive mailings and a consignment sales network based in communities across the country. In addition, many retail shops carry UNICEF cards to meet local demand and as a community statement of support for the Children's Fund.

The greeting card program also offers stationery, calendars, record albums, and children's books, games, and puzzles. All of these materials are designed to heighten awareness of children's needs while providing a source of revenue for UNICEF.

The U.S. Committee actively works with the commercial industry. It holds a seat on the Board of Directors of the National Association of Greeting Card Publishers and is an active member of the Direct Mail Marketing Association.



*Kermit the Frog poster
for National UNICEF Day*



*UNICEF Greeting Card
Advertisement*

Group Programs

The Group Programs Department coordinates fund-raising and educational programs involving individuals and groups of all ages. These volunteer, community-level activities and events take place throughout the year in all 50 states and U.S. territories.

Volunteers are encouraged to develop their own ways of supporting the U.S. Committee for UNICEF. Among the most popular are collections in schools, congregations, and shopping malls; carnivals and fairs; marathons and mini-olympic games; hunger walks and feast-or-famine banquets; concerts and dances.

October 31st is National UNICEF Day by Presidential Proclamation and has come to be identified with the best-known Group Programs activity: the annual "Trick or Treat for UNICEF." The first Halloween collection raised \$17 for UNICEF. Since then, hundreds of thousands of volunteers have raised over \$65 million by taking part in or supporting UNICEF Day collections and other activities.

Group Programs develops brochures, publicity guides, slide sets, and fund-raising materials for use by volunteers sponsoring projects and events. All materials are designed to increase public support by focusing on global issues and emergencies that affect children.

Development

The primary aim of the U.S. Committee's development program is to raise funds through the active participation of individual contributors, foundations, businesses, and corporations.

Through personal visits, newsletters, and specialized publications, the Development Department maintains a close relationship with each individual contributor. Efforts also are made to encourage other opportunities for giving, such as matching contributions from employers, planned giving, and the UNICEF gift card program.

Foundation support is another important aspect of the Committee's development strategy. Through careful research, the specific interests of individual foundations are matched with UNICEF-assisted projects abroad.

As part of an overall corporate fund-raising program, the National Support Council for the U.S. Committee for UNICEF was founded in 1979 by John D. deButts, then chairman of AT&T. Composed of chief executive officers of major American corporations, the Council works to increase financial support and to broaden the U.S. Committee for UNICEF's visibility within the corporate community.

Direct Mail

Direct Mail Services is responsible for all U.S. Committee direct mail promotion, reaching millions of individual Americans every year. One of the Committee's newest fund-raising departments, Direct Mail Services is also the fastest growing. Contributions were received from over 224,000 individuals this past year as a result of these mailings.

In addition to soliciting individual contributions, Direct Mail Services coordinates the mail order promotion of the UNICEF greeting card catalog and works with the Development and Group Programs departments to expand their outreach and acquire new support. Pledges made to the U.S. Committee for UNICEF as a result of the TV special, *Celebrate the Children*, are also coordinated through Direct Mail Services.

Special Projects

Special Projects incorporates Music For UNICEF with sports events, theatre and movie benefits and other one-time fund raising efforts to benefit the U.S. Committee for UNICEF. In addition to raising funds these special events heighten public awareness of children's needs. The Department is responsible for generating projects as well as responding to requests from outside organizations. Activities organized by local committees across the country are done so in consultation with the Special Projects Department.

A major portion of the Department's on-going activity relates to Music For UNICEF, a development program for the music industry. It seeks copyrights, royalties, concerts and other music-related activities for the benefit of the U.S. Committee. The program began with the 1979 concert at the United Nations featuring the Bee Gees which produced the highly successful "A Gift of Song" TV special and record album. Since then the Department has coordinated numerous projects and events involving major artists from all areas of contemporary music.

Special Gifts

You are invited to participate in the U.S. Committee's Planned Giving Program. By making a meaningful gift to the U.S. Committee for UNICEF of an annuity or unitrust, life insurance or real estate, you can provide income for yourself (and, if desired, your beneficiary) and obtain both immediate and long-term tax benefits. Through the more traditional gift of a bequest, you can have the assurance that the U.S. Committee for UNICEF will be able to meet the challenge of tomorrow.

Friends wishing to name the U.S. Committee for UNICEF as beneficiary in their wills should consult their attorneys. The following form is suggested:

"I give and bequeath _____ dollars (or property—describe) to the United States Committee for UNICEF of New York, New York."

For further information call or write the Development Director at:
U.S. Committee for UNICEF
331 East 38th Street, New York, NY 10016 Phone (212) 686-5522

U.S. Committee for UNICEF Board of Directors

Helenka Pantaleoni Honorary Chair	Betty Allen	John S. Long
Hugh Downs Chair	Ann K. Beneduce	Nan Tucker McEvoy
Norma U. Levitt	Mark C. Feer	Frank C. Montero
Robert G. McLendon Vice Chairs	Daniel F. Fitzgibbon	Ron Moss
James R. Sheffield President	Nancy M. Folger	Ernest L. Osborne
Jack John Olivero Treasurer	Frederick C. Green	Lola V. Redford
Agustin Rivera Secretary	Harriet C. Greenfield	Julia Schwartz
	Joy Greenhouse	Humphrey Taylor
	Peter Hagerman	Esteban E. Torres
	David D. Hartman	R. L. Van Valer
	Harry B. Henshel	Lita Di Grazia Vietor
	Steven B. Jacobs	Esther J. Walls
	Judith E. Jones	Norman S. Weiser
	M. A. Kramer	William W. Winpisinger

The National Support Council, 1981-82

John D. deButts, Chairman (Ret.)

American Telephone & Telegraph Company
Founding Chairman

Frank T. Cary Chairman of the Board IBM Corporation Chairman	Keith Crane Chairman and President Colgate-Palmolive Company	Lew R. Wasserman Chairman of the Board MCA Corporation
Charles L. Brown Chairman of the Board American Telephone & Telegraph Co	Ralph E. Bailey Chairman of the Board Conoco, Inc.	F. Ross Johnson President Nabisco Brands, Inc
Dwayne O. Andreas Chairman of the Board Archer-Daniels- Midland Company	Clifton C. Garvin, Jr. Chairman of the Board Exxon Corporation	Armand Hammer Chairman of the Board Occidental Petroleum
Robert O. Anderson Chairman of the Board Atlantic Richfield Company	Myron Du Bain Chairman and President Fireman's Fund Insurance Companies	William C. Douce President Phillips Petroleum Company
Alfred Brittain, III Chairman of the Board Banker's Trust Company	J.R. Fluor Chairman of the Board Fluor Corporation	Edward R. Telling Chairman of the Board Sears, Roebuck & Co
Samuel H. Armacost President Bank of America NT & SA	David S. Lewis Chairman of the Board General Dynamics Corporation	George M. Keller Chairman of the Board Standard Oil Company of California
T.A. Wilson Chairman of the Board The Boeing Company	Rand V. Araskog Chairman of the Board ITT Company	John K. McKinley Chairman and President Texaco Inc
William S. Paley Chairman of the Board CBS Inc	James E. Burke Chairman of the Board Johnson & Johnson	David M. Roderick Chairman of the Board United States Steel Corporation
Francis X. Stankard Executive Vice-President The Chase Manhattan Bank, NA	John F. McGillicuddy Chairman of the Board Manufacturers Hanover Trust Co	Katharine Graham Chairman of the Board The Washington Post Company

Entertainment Support Committee

Danny Kaye, Chair	Jim Henson	Esther Rolle
Liv Ullmann, Co-chair	Celeste Holm	Ricky Schroder
Peter Ustinov, Co-chair	Lena Horne	Billy Sims
John Amos	Bruce Jenner	Willie Stargell
Edward Asner	Linda Kelsey	John Schuck
Pearl Bailey	Harvey Korman	Robert Stigwood
Barbara Bel Geddes	Ali MacGraw	Joe Theismann
Dennis Christopher	Zubin Mehta	Gwen Verdon
Ossie Davis	Maureen McGovern	Ben Vereen
Ruby Dee	Ted Nugent	Herve Villechaize
Sylvia Fine	Tony Randall	Joanne Woodward
	Chita Rivera	Teresa Wright



Kermit the Frog with Jim Henson and friends



Little Leaguers thank Lou Brock for his concern for the world's children.



Indiana volunteers for UNICEF

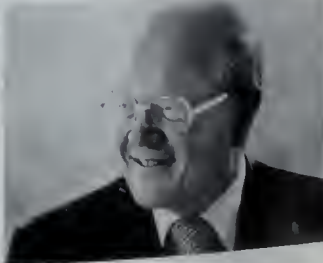


College friends of UNICEF

The greatest strength of the U.S. Committee for UNICEF is people — people from four years old to 94 years young — people from Honolulu to Hoboken, Seattle to Sarasota — third graders, business executives, rabbis, ministers, priests, celebrities, families, a butcher — even a frog named Kermit of Muppet fame.

Some of the U.S. Committee's supporters are well known. Danny Kaye became UNICEF's Ambassador-at-Large in 1954 and to most of the world he is UNICEF. In recent years, Peter Ustinov and Liv Ullmann have joined Danny as Goodwill Ambassadors; all have contributed tremendously to UNICEF's cause in the United States. So have Celeste Holm, a UNICEF friend for more than 20 years, and two of television's most popular hosts, Hugh Downs and David Hartman, who serve the U.S. Committee in official Board capacities. A new friend to UNICEF is Jim Henson, creator of "The Muppets." He persuaded Kermit the Frog to become Chairman of National UNICEF Day for two years in a row — the first time "The Muppets" have been associated with a charitable organization.

Helenka Pantaleoni served the U.S. Committee as President for 26 years and was among those who helped in its establishment in 1947. "Woodie" Naylor of Eugene, Oregon, coordinates her



IBM Chairman, Frank T. Cary

PEOPLE

entire state's fund-raising and publicity activities for the Committee and in South Orange, New Jersey, Anne and Sid Miller operate a butcher shop—with a difference. They are also major consignees of UNICEF greeting cards, which are proudly displayed all around the shop.

There are dedicated workers all across the United States: U.S. Congressmen Mike Barnes of Maryland and Don Bonker of Washington; Dancer Toby Schneider in Boston; school principal Bill Kupec; Philadelphia newspaperwoman Barbara Barnes; St. Louis Cardinal great Lou Brock; cartoonists Hank Ketchum, Bob Kane and Charles Schulz; IBM Chairman Frank Cary; shop owner Charlotte Shapiro; Phoenix real estate agent Barbara McCracken; Chicago TV personality Robb Weller; writer Elizabeth Bowne in Mississippi; retired California school teacher Marian Hemingway — to name a very few. And then there are people like John Eakin of Indiana. He sent a large check for East Africa Relief with a note stating that it represented just about every cent he had in savings, but adding "I want to thank your organization for always being there to help." UNICEF is there to help and one major reason is the *people* of the United States Committee for UNICEF.



Peter Ustinov



Danny Kaye



UNICEF "trick or treater" in Maine



Helenka Pantaleoni



Liv Ullmann

STATE AND LOCAL REPRESENTATION

As a national organization, the U.S. Committee for UNICEF has a mandate to keep all sectors of American society and all regions and areas fully informed of its activities. And, as one of the largest volunteer-supported organizations in the country, it must motivate, educate and train a volunteer work force. All of these major responsibilities are coordinated by the U.S. Committee's Volunteer Development Program.

The U.S. Committee is responsible for providing strong leadership and direction for its volunteer groups. The Committee operates full-time, year-round offices throughout the country on the metropolitan, state and regional levels. These offices serve as liaisons between local volunteer groups and U.S. Committee programs in support of UNICEF.

U.S. Committee for UNICEF offices are listed below:

Regional Offices

Midwest:

185 North Wabash Avenue
(Suite 1600)
Chicago, IL 60601
(312) 372-5359

South Central:

2725 Valley View
(Suite 107)
Dallas, TX 75234
(214) 241-7807

Southeast:

3384 Peachtree Road, N.E.
(Suite 418)
Atlanta, GA 30326
(404) 233-9429

Area Offices

Baltimore:

711 West 40th Street
(Room 411)
Baltimore, MD 21211
(301) 467-0562

Boston:

99 Bishop Allen Drive
Cambridge, MA 02139
(617) 492-0029

Cleveland:

510 Euclid Avenue #40
Cleveland, OH 44115
(216) 241-4772

Columbus:

615 North High Street
Columbus, OH 43215
(614) 224-0138

Denver:

1740 High Street
Denver, CO 80218
(303) 388-4374

Honolulu:

3470 Waialae Avenue
(Room 3)
Honolulu, HI 96816
(808) 732-3191

Los Angeles:

5605 North Huntington Drive
Los Angeles, CA 90032
(213) 223-0406

New York:

331 East 38th Street
New York, N.Y. 10016
(212) 557-8166

Philadelphia:

1218 Chestnut Street
(Room 303)
Philadelphia, PA 19107
(215) 922-2265

San Francisco:

1777 Union Street
San Francisco, CA 94123
(415) 474-0701

Seattle:

2217 Fourth Avenue
Seattle, WA 98121
(206) 622-5352

Washington, D.C.:

110 Maryland Avenue, N.E.
(Box 36)
Washington, D.C. 20002
(202) 547-0204

U.S. Committee for UNICEF

331 East 38th Street, New York, N.Y. 10016

Phone: (212) 686-5522

UNITED STATES COMMITTEE FOR UNICEF

Financial Statements for the
Year Ended March 31, 1982
and Auditors' Report

AUDITORS' REPORT

United States Committee for UNICEF:

We have examined the balance sheet of the United States Committee for UNICEF (the "Committee") as of March 31, 1982 and the related statements of support, revenue, and expenses and changes in fund balances and of functional expenses for the year then ended. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, such financial statements present fairly the financial position of the Committee at March 31, 1982 and the results of its operations and changes in its fund balances for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Deloitte Haskins & Sells

June 15, 1982

UNITED STATES COMMITTEE FOR UNICEF

BALANCE SHEET, MARCH 31, 1982
(WITH COMPARATIVE AMOUNTS FOR 1981)

-- A S S E T S --		1982	COMPARATIVE 1981	L I A B I L I T I E S A N D -- F U N D B A L A N C E S --		1982	COMPARATIVE 1981
CURRENT FUNDS							
Unrestricted							
CASH AND CERTIFICATES OF DEPOSITS.....	\$7,878,000	\$4,354,000		PAYABLE TO UNICEF (Note 2).....	\$8,376,000	\$4,943,000	
PLEDGES RECEIVABLE - Less allowance for uncollectibles, 1982 - \$605,000; 1981 - \$713,000 (Note 4).....	488,000	700,000		DEFERRED PLEDGES - Less allowance for uncollectibles, 1982 - \$426,000; 1981 - \$513,000.....	425,000	625,000	
ACCOUNTS RECEIVABLE.....	215,000	222,000		MISCELLANEOUS ACCRUED EXPENSES.....	753,000	550,000	
MARKETABLE SECURITIES - At cost (quoted market value, 1982 - \$194,000; 1981 - \$213,000).....	231,000	231,000		Total liabilities.....	9,554,000	6,118,000	
PROGRAM MATERIALS INVENTORY - At the lower of average cost or market.....	805,000	673,000		FUND BALANCE.....	411,000	416,000	
DEFERRED CHARGES - Net of amortized costs, 1982 - \$412,000; 1981 - \$286,000.....	76,000	202,000					
OTHER ASSETS.....	272,000	152,000					
TOTAL.....	\$9,965,000	\$6,534,000		TOTAL.....	\$9,965,000	\$6,534,000	
Restricted							
CASH.....	\$ 38,000	\$ 20,000		FUND BALANCE.....	\$ 58,000	\$ 58,000	
ACCOUNTS RECEIVABLE.....	20,000	38,000					
TOTAL.....	\$ 58,000	\$ 58,000		TOTAL.....	\$ 58,000	\$ 58,000	
EQUIPMENT AND LEASEHOLD IMPROVEMENTS FUND							
EQUIPMENT - At cost less accumulated depreciation, 1982 - \$11,000 1981 - \$4,000.....	\$ 50,000	\$ 52,000		FUND BALANCE.....	\$ 326,000	\$ 369,000	
LEASEHOLD IMPROVEMENTS - At cost less accumulated amortization, 1982 - \$61,000; 1981 - \$20,000...	276,000	317,000					
TOTAL.....	\$ 326,000	\$ 369,000		TOTAL.....	\$ 326,000	\$ 369,000	

See Notes to Financial Statements.

UNITED STATES COMMITTEE FOR UNICEF

STATEMENT OF SUPPORT, REVENUE, AND EXPENSES AND CHANGES IN FUND BALANCES
FOR THE YEAR ENDED MARCH 31, 1982
(WITH COMPARATIVE TOTALS FOR 1981)

1982.....		EQUIPMENT AND LEASEHOLD IMPROVEMENTS FUNDTOTAL ALL FUNDS..... 1982COMPARATIVE 1981
CURRENT FUNDS..... UNRESTRICTED	RESTRICTED			
PUBLIC SUPPORT AND REVENUE:					
Public support:					
Contributions:					
Group programs (Halloween).....	\$ 2,223,000			\$ 2,223,000	\$ 2,427,000
Direct mail and other.....	6,799,000			6,799,000	6,413,000
Television special - Net of estimated uncollectibles of \$852,000 in 1982 and \$982,000 in 1981 (Note 4).....	1,679,000			1,679,000	1,800,000
Music (including \$8,868,000 from Bangladesh concert) (Note 5).....	9,544,000			9,544,000	440,000
Bequests and grants.....	605,000	\$ 19,000		624,000	109,000
Total public support.....	20,850,000	19,000		20,869,000	11,189,000
Revenue:					
Greeting cards and desk calendars (Note 6).....	4,456,000		\$ (12,000)	4,444,000	4,481,000
Program materials - Net of related costs of \$427,000 in 1982 and \$484,000 in 1981.....	192,000			192,000	291,000
Investment income.....	950,000			950,000	771,000
Miscellaneous.....	289,000			289,000	188,000
Total revenue.....	5,887,000		(12,000)	5,875,000	5,731,000
Total public support and revenue.....	26,737,000	19,000	(12,000)	26,744,000	16,920,000
EXPENSES:					
Program services:					
Public education.....	124,000	19,000	4,000	147,000	114,000
Public information.....	467,000		5,000	472,000	431,000
State and local representation.....	833,000			833,000	686,000
Total program services.....	1,424,000	19,000	9,000	1,452,000	1,231,000
Supporting services:					
Management and general.....	2,060,000		17,000	2,077,000	1,453,000
Fund raising:					
Television special.....	1,167,000			1,167,000	990,000
Greeting cards and desk calendars (Note 6).....	627,000			627,000	551,000
Group programs (Halloween).....	536,000		4,000	540,000	500,000
Direct mail and other.....	1,412,000		6,000	1,418,000	1,114,000
Total supporting services.....	5,802,000		27,000	5,829,000	4,608,000
Total expenses.....	7,226,000	19,000	36,000	7,281,000	5,839,000
EXCESS (DEFICIENCY) OF PUBLIC SUPPORT AND REVENUE OVER EXPENSES BEFORE GRANTS TO UNICEF PROGRAMS.....	19,511,000		(48,000)	19,463,000	11,081,000
GRANTS TO UNICEF PROGRAMS (Note 2).....	19,511,000			(19,511,000)	(11,135,000)
EXCESS OF EXPENSES AND GRANTS TO UNICEF PROGRAMS OVER PUBLIC SUPPORT AND REVENUE.....	(5,000)		(48,000)	\$ (48,000)	\$ (54,000)
TRANSFER BETWEEN FUNDS.....	416,000	58,000	5,000		
FUND BALANCES, BEGINNING OF YEAR.....			369,000		
FUND BALANCES, END OF YEAR.....	\$ 411,000	\$ 58,000	\$ 326,000		

See Notes to Financial Statements.

UNITED STATES COMMITTEE FOR UNICEF

STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED MARCH 31, 1982
(WITH COMPARATIVE TOTALS FOR 1981)

	1982										1981	
	PROGRAM SERVICES				MANAGEMENT AND GENERAL		TELEVISION AND SPECIAL		GREETING CARDS AND DESK CALENDARS (Note 6)		DIRECT MAIL AND OTHER	
	PUBLIC EDUCATION	PUBLIC INFORMATION	LOCAL REPRESENTATION	TOTAL	GENERAL	VISION SPECIAL	CALENDARS	GROUP PROGRAMS	OTHER	TOTAL	TOTAL EXPENSES	COMPARATIVE
											1982	1981
SALARIES, PAYROLL TAXES AND EMPLOYEE BENEFITS.....	\$ 93,000	\$187,000	\$556,000	\$ 836,000	\$1,306,000	\$ 41,000	\$ 41,000	\$149,000	\$ 232,000	\$1,769,000	\$2,605,000	\$1,862,000
TELEVISION MEDIA AND PRINT SUPPORT.....						724,000				724,000	724,000	671,000
OUTSIDE PRINTING, ART WORK, ETC.....	3,000	160,000	17,000	180,000	8,000	115,000	215,000	238,000	313,000	889,000	1,069,000	974,000
POSTAGE AND SHIPPING.....		22,000	34,000	56,000	95,000	141,000	146,000	67,000	467,000	916,000	972,000	727,000
MAILING LIST RENTAL AND MAINTENANCE.....						79,000	225,000	15,000	265,000	584,000	584,000	452,000
CONSULTING AND OTHER FEES.....	19,000	55,000	17,000	91,000	80,000	21,000		6,000	62,000	169,000	260,000	214,000
TELEPHONE AND TELEGRAPH.....	2,000	6,000	40,000	48,000	21,000	44,000		5,000	12,000	82,000	130,000	135,000
OCCUPANCY.....	21,000	22,000	90,000	133,000	97,000			42,000	30,000	169,000	302,000	286,000
CONFERENCES, CONVENTIONS, MEETINGS AND MAJOR TRIPS...	2,000	12,000	44,000	58,000	125,000	1,000		9,000	18,000	153,000	211,000	228,000
EQUIPMENT AND SUPPLIES.....	2,000	3,000	35,000	40,000	141,000	1,000		5,000	7,000	154,000	194,000	183,000
LEGAL AND ACCOUNTING.....					176,000				6,000	182,000	182,000	61,000
MISCELLANEOUS.....	1,000			1,000	11,000					11,000	12,000	12,000
Total expenses before depreciation and amortization of equipment and leasehold improvements..	143,000	467,000	833,000	1,443,000	2,060,000	1,167,000	627,000	536,000	1,412,000	5,802,000	7,245,000	5,805,000
DEPRECIATION AND AMORTIZATION OF EQUIPMENT AND LEASEHOLD IMPROVEMENTS.....	4,000	5,000		9,000	17,000			4,000	6,000	27,000	36,000*	34,000*
TOTAL EXPENSES.....	\$147,000	\$472,000	\$833,000	\$1,452,000	\$2,077,000	\$1,167,000	\$627,000	\$540,000	\$1,418,000	\$5,829,000	\$7,281,000	\$5,839,000

*Excludes \$12,000 in 1982 and \$17,000 in 1981 in depreciation charged against revenues from greeting cards and desk calendars (Note 6).

See Notes to Financial Statements.

UNITED STATES COMMITTEE FOR UNICEF

NOTES TO FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The United States Committee for UNICEF (the "Committee") is a not-for-profit corporation chartered by the State of New York. The Committee was formed: (a) to raise funds in the United States to support child relief and rehabilitation primarily through support of the United Nations Children's Fund ("UNICEF") sponsored programs in foreign countries; (b) to advise the United States representative on the Executive Board of UNICEF of information and suggestions from United States sources regarding the work of UNICEF; and (c) to inform the American people of the work of UNICEF. The Committee has adopted the Standards of Accounting and Financial Reporting for Voluntary Health and Welfare Organizations, including the following:

- . The financial statements are prepared on the accrual basis of accounting. In fiscal year ended March 31, 1982 the Committee accrued for vacation pay in accordance with Financial Accounting Standards Board Statement No. 43 "Accounting for Compensated Absences". The effects of this change in accounting is not material in relation to the Committee's financial position and results of operations.
- . Current funds classified as unrestricted represent funds available for any Committee use or purpose as distinguished from funds restricted by the donor for specific purposes.
- . Equipment is being depreciated using the straight-line method over the estimated useful lives of the assets. Fully depreciated equipment is eliminated from the accounts. Leasehold improvements are being amortized over the term of the lease or the useful lives of the assets, whichever is shorter.
- . Contributions to group programs and through direct mail and other campaigns are recorded as public support when received. Pledges are recorded as public support as installments on the pledges become due; installments not yet due are recorded as deferred pledges. Allowances are provided for amounts of pledges estimated to be uncollectible.

- No amounts have been reflected in the statements for donated services inasmuch as no objective basis is available to measure the value of such services; however, a substantial number of volunteers have donated time in the Committee's activities.
- The initial costs of producing the television special are amortized in the same ratio that current revenues bear to anticipated total gross revenues.

2. GRANTS TO UNICEF

The Board of Directors of the Committee authorized grants to UNICEF from funds received by the U.S. Committee during the fiscal years ended March 31, 1982 and 1981. Such grants are to be used by UNICEF solely for approved assistance projects to improve the health, education and welfare of children in the project areas.

Grants to UNICEF in the form of cash paid or accrued at March 31, are as follows:

	<u>1982</u>	<u>Comparative 1981</u>
Cash paid to UNICEF.....	\$16,078,000	\$12,403,000
Less: Amount payable to UNICEF at the end of preceding year.....	(4,943,000)	(6,211,000)
Plus: Amount payable to UNICEF at the end of current year.....	<u>8,376,000</u>	<u>4,943,000</u>
Grants to UNICEF.....	<u>\$19,511,000</u>	<u>\$11,135,000</u>

3. UNICEF ASSISTANCE PROJECTS

Widespread publicity concerning various UNICEF assistance projects, primarily for Cambodia and East Africa, generated combined contributions of approximately \$1,133,000 in 1982 and \$2,352,000 in 1981. Contributions for such assistance projects were included in the following categories:

	<u>1982</u>	<u>Comparative 1981</u>
Group programs.....	\$ 230,000	\$ 219,000
Direct mail and other.....	815,000	2,072,000
T.V. special.....	<u>88,000</u>	<u>61,000</u>
Total.....	<u>\$1,133,000</u>	<u>\$2,352,000</u>

4. TELEVISION SPECIAL

During the years ended March 31, 1982 and 1981, a television special, "Celebrate the Children", was telecast in various cities in the United States under the auspices of the Committee and resulted in total pledges of approximately \$1,758,000 and \$2,720,000, respectively, (before allowances for uncollectible amounts) including \$332,000 and \$282,000, respectively, of corporate pledges received prior to the telecast of the special.

Television, radio and print media costs connected with televising "Celebrate the Children", amounting to \$598,000 and \$471,000, were expensed during the years ended March 31, 1982 and 1981, respectively, rather than deferred to be amortized against pledge receipts, in view of uncertainties relating to collectibility of pledges.

5. MUSIC

During 1971, a concert to benefit the needy children of Bangladesh was held under the auspices of UNICEF. The Committee, on behalf of UNICEF, was to receive royalties from the distribution of the sound track record album and film of the concert. Because of questions regarding the tax deductibility of the royalty payments between the Internal Revenue Service and the producers of the record album and film, most of the royalties were held in escrow and the Committee had not accrued the escrowed royalty revenue.

During 1982, these tax questions were resolved and the Committee received \$8,868,000 of the royalty proceeds earned in prior years. In addition, under an agreement between the Committee and the record album producers, the Committee may receive future residual payments.

6. GREETING CARDS AND DESK CALENDARS

Revenues from greeting cards and desk calendars are shown in the accompanying financial statements reduced by direct costs (expenses determined to directly benefit the purchaser) and customer discounts. Such revenues and direct costs at March 31 are as follows:

	<u>1982</u>	Comparative <u>1981</u>
Sales and imprinting revenue.....	\$7,184,000	\$6,438,000
Customer allowances.....	(371,000)	(81,000)
Net sales.....	<u>6,813,000</u>	<u>6,357,000</u>
Less:		
Direct costs:		
Salaries and related expenses.....	828,000	684,000
Postage and shipping.....	560,000	426,000
Occupancy.....	270,000	256,000
Computer services.....	251,000	192,000
Supplies.....	136,000	130,000
Professional services and other fees...	16,000	10,000
Outside printing, art work and other...	135,000	73,000
Depreciation and amortization.....	12,000	17,000
Other.....	161,000	88,000
Total direct costs.....	<u>2,369,000</u>	<u>1,876,000</u>
Revenues from greeting cards and desk calendars.....	<u>\$4,444,000</u>	<u>\$4,481,000</u>

Direct costs do not include product costs for greeting cards and desk calendars provided by UNICEF for distribution by the Committee. The Committee has been advised that the product costs of these items for the years ended March 31, 1982 and 1981 approximated \$2,017,000 and \$1,822,000, respectively.

Indirect costs (expenses relating to publicizing the activities of the Committee or fund raising) are reported as "Supporting Services - Fund Raising".

7. OPERATING LEASES

Rental expense for property under operating leases, principally office and warehouse space, for the year ended March 31, 1982 amounted to \$330,000.

At March 31, 1982 the Committee was obligated under operating leases as follows:

	<u>Minimum Rental Payment</u>
Year Ending March 31:	
1983.....	\$ 306,000
1984.....	313,000
1985.....	324,000
1986.....	319,000
1987.....	319,000
1988 and later years.....	<u>558,000</u>
Total.....	<u>\$2,139,000</u>

The above rentals are subject to adjustment based on changes in real estate tax rates, maintenance costs, and other factors.